Advertising opportunities in

Calamari Crime

Left Coast Crime 2014 Program Book



Program Book Specifications

Trim size: 8.5" x 11"

Live image area: 7.25" x 9.825" (no bleed)

Covers : full color CMYK Interior Pages: grayscale

Rates

Cover pages (color, full page only, 7.25" x 9.825"):

Inside front or inside back cover: \$1,000

Back cover: \$1,500

Interior pages (grayscale, width x height):

Full page (7.25" x 9.825"): \$500

Half page (7.25" x 4.75" or 3.25" x 9.825"): \$275

Quarter page (3.5" x 4.75"): \$150

Business card size (3.5" x 2"): \$50 (attendee), \$75 (non-attendee)

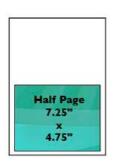
Ad Format: High Resolution PDF

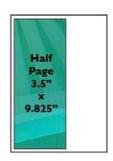
Save ad as a grayscale PDF file; CMYK for covers. High resolution, ready for high quality print. Ad can also be a JPG or PNG at least 300 dpi.

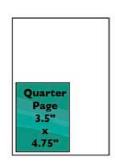
Embed all fonts; otherwise fonts may not print correctly. It would be helpful if you include a printout of your ad with your order to document the correct look.

Sizes/Configurations









Please Reserve Ad Space Early

To facilitate program production, please reserve your ad space as early as possible Complete the reservation form and send with payment no later than February 7, 2014. The deadline for submission of artwork is February 15, 2014.

Calamari Crime: Left Coast Crime 2014 Program Book Advertising Reservation Form

1. Check desired ad specification — please use a separate form for each ad requested.
Cover pages (color, full page only) Outside back cover: \$1,500 (sold) Inside front cover: \$1,000 (sold) Inside back cover: \$1,000 (sold) Cover pages will be assigned in order of receipt of the reservation and payment.
Interior pages (grayscale, width x height): Full page (7.25" x 9.825"): \$500 Half page (7.25" x 4.75" or 3.25" x 9.825"): \$275 Quarter page (3.5" x 4.75"): \$150 Business card size (3.5" x 2") attendee: \$50 Business card size (3.5" x 2") non-attendee: \$75 Ad placement is run-of-the-book; earlier payments of full-page ads get first consideration.
2. Payment — Make check payable to "Left Coast Crime 2014"
3. Contact information Date:
Name:
Company:
Address:
City/State/ZIP:
Phone:
Email:
4. Sample ad copy:
5. Mail this form and your check to reserve your ad to:
Left Coast Crime 2014 ATTN: Stan Ulrich 7 Pueblo Drive Santa Fe, NM 87505
6. Email camera-ready ad copy by February 15, 2014, to: Vallery Feldman <vallerose@comcast.net></vallerose@comcast.net>
7. The deadline to reserve ads is February 7, 2014.